

MG 12091903



# Station Order Revised Add to Schedule FL Vote No on 6 Committee

**Market:** Tampa-St. Petersburg

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

12019

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## WFLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WFLA 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$300.00 <b>\$1,200.00</b>	1	1		1	1					4
WFLA 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$550.00 <b>\$550.00</b>								1		1
WFLA 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$500.00 <b>\$2,000.00</b>		1	1	1	1					4
Today Show 7:00 AM 9:00 AM	EM	M-F 30	\$2,000.00 <b>\$4,000.00</b>								1	1	2
Today Show 7:00 AM 9:00 AM	EM	M-F 30	\$1,800.00 <b>\$9,000.00</b>	1	1	1	1	1					5
Today II 9:00 AM 10:00 AM	DT	M-F 30	\$1,050.00 <b>\$1,050.00</b>	1									1
Dr. Oz 4:00 PM 5:00 PM	EF	M-F 30	\$725.00 <b>\$725.00</b>					1					1
WFLA 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$1,700.00 <b>\$3,400.00</b>		1						1		2
Revolution 10:00 PM 11:00 PM	PT	M 30	\$7,000.00 <b>\$7,000.00</b>								1		1
WFLA 11p News 11:00 PM 11:35 PM	LN	M-F 30	\$2,500.00 <b>\$2,500.00</b>			1							1
<b>Station Gross Totals</b>			<b>\$31,425.00</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>			<b>4</b>	<b>1</b>	<b>22</b>

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastategies.com

Date/Time Sent: 9/18/2012 1:57:45 PM

WFLA-TV

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Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax VA 22030

Vote No On 6/ Issue  
Submission Number 133 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	31425	Campaign Ref:	MG 12091903
Buyer:	..	Client/Product/Estimate:	12019 /0 /	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/06/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vote No On 6/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 5a News MTWTFSS Isolations: W/C 10/29 MT TF..	01	300	30 Comme	Nbr of Spots 4		4	1200
2	M-F 530a News MTWTFSS Isolations: W/C 11/05 M....	01	550	30 Comme	Nbr of Spots 1		1	550
3	M-F 530a News MTWTFSS Isolations: W/C 10/29 TWTF..	01	500	30 Comme	Nbr of Spots 4		4	2000
4	M-F 7a Today Show MTWTFSS Isolations: W/C 11/05 MT.....	01	2000	30 Comme	Nbr of Spots 2		2	4000
5	M-F 7a Today Show MTWTFSS Isolations: W/C 10/29 MTWTFSS	02	1800	30 Comme	Nbr of Spots 5		5	9000
6	M-F 9a Today Show II MTWTFSS Isolations: W/C 10/29 M.....	01	1050	30 Comme	Nbr of Spots 1		1	1050
7	M-F 4p Dr Oz MTWTFSS Isolations: W/C 10/29 ...F..	03	725	30 Comme	Nbr of Spots 1		1	725
Weekly Totals: Total Spots(Ord Spots)					17	5	22	

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax VA 22030

Vote No On 6/ Issue  
Submission Number 133 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vote No On 6/ Issue	Submission Cost: 31425	Campaign Ref: MG 12091903
Buyer: .....	Client/Product/Estimate: 12019 /0 /	Sales Rep: WFLA Political
Schedule Dates: 10/29/12 to 11/06/12	Weeks: 2	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
8	M-F 5p News MTWTFSS Isolations: W/C 10/29 .T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
9	Mon 10p ET / 9p CT Revolution MTWTFSS Isolations: W/C 11/05 M.....	02	7000	30 Comme	Nbr of Spots	1	1	7000
10	M-Su 11p News MTWTFSS Isolations: W/C 10/29 .W....	01	2500	30 Comme	Nbr of Spots	1	1	2500
11	M-F 5p News MTWTFSS Isolations: W/C 11/05 M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
<b>Weekly Totals: Total Spots(Ord Spots)</b>					17	5	22	

Grand Totals				Month 11 Weeks: 4			
		10/29	11/05			Spots:	
Totals		22	17			Gross Total:	31,425.00
Spots		22	17			Commission:	4,713.75
Cost		31425	18175			Net Total:	26,711.25

Grand Totals: 22 Spots: 22  
Gross Total: 31,425.00  
Commission: 4,713.75  
Net Total: 26,711.25